IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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) Group Art Unit: Unassigned
) Examiner: Unassigned
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INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. § 1.97(b)

U.S. Patent and Trademark Office 2011 South Clark Place Customer Window, Mail Stop Crystal Plaza Two, Lobby, Room 1B03 Arlington, Virginia 22202

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), Applicant(s) bring to the attention of the Examiner the documents listed on the attached PTO 1449. This Information Disclosure Statement is being filed before the mailing date of a first Office Action in the above-referenced application. As such, no certification or fee is required. Copies of the listed documents are attached.

Applicant(s) respectfully request(s) that the Examiner consider the listed documents and indicate that they were considered by making appropriate notations on the attached form.

If any copending application(s) is/are cited on the attached PTO 1449, the Examiner's attention is directed to the foregoing application(s) in compliance with § 2001.06(b) of the Manual of Patent Examining Procedure. By identifying the copending application(s), the assignee and/or applicant of the application(s) do not waive confidentiality of the application(s). Accordingly, the U.S. Patent and Trademark Office is requested to maintain the confidentiality of the copending application(s) under 35 U.S.C. § 122.

This submission does not represent that a search has been made and does not constitute an admission that each or all of the listed documents are material or constitute "prior art." If the Examiner applies any of the documents as prior art against any claim in the application and Applicant(s) determine(s) that the cited document(s) do not constitute "prior art" under United States law, Applicant(s) reserve(s) the right to present to the Office the relevant facts and law regarding the appropriate status of such documents.

Applicant(s) further reserve(s) the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

Information Disclosure Statement Under 37 C.F.R. § 1.97(b)
Application Serial No. Unassigned
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If there is any fee due in connection with the filing of this Statement, please charge the fee to our Deposit Account No. 50-1070.

Respectfully submitted,

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Bv

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ATTORNEY'S DKT No. APPLICATION No. Unassigned

APPLICANT(S)

Jeremy BEM et al.

FILING DATE GROUP

November 14, 2003 Unassigned

U.S. PATENT DOCUMENTS EXAMINER'S FILING INITIALS PATENT NO. DATE **CLASS SUBCLASS** NAME DATE 6,006,222 12/21/1999 Culliss 707 5 6,014,665 01/11/2000 Culliss 707 5 6,078,916 06/20/2000 Culliss 707 5 6,182,068 B1 01/30/2001 Culliss 707 5 6,539,377 B1 03/25/2003 Culliss 707 5 **FOREIGN PATENT DOCUMENTS EXAMINER'S** Translation INITIALS PATENT NO. DATE COUNTRY **CLASS SUBCLASS** Yes No OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) Justin Boyan et al.; "A Machine Learning Architecture for Optimizing Web Search Engines"; Carnegie Mellon University; May 10, 1996; pages 1-8. "Click Popularity - DirectHit Technology Overview"; http://www.searchengines.com/directhit.html; November 10, 2003 (print date); 2 pages. DATE CONSIDERED **EXAMINER**

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).